

Simpli Namdhari

sustainability movement



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hosts Goodness Walkathon to raise awareness

The Hans India Hans News Service |

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Simpli Namdhari hosts Goodness Walkathon
to raise awareness

HIGHLIGHTS On the occasion of World Environment Day, more than 300 residents of Banjara Hills participated in this event



Simpli Namdhari's, India's only 100 per cent vegetarian omnichannel retailer, left an indelible mark in the city with its first-ever 'Choose Goodness Walkathon' in Hyderabad on the occasion of World Environment Day. The event, which took place amidst great excitement and participation from over 300 residents of Banjara Hills, aimed to ignite a revolution in consumer choices by championing the benefits of chemical-free products and residue-free farming, all while preserving the soil and safeguarding the environment

The five-kilometre walkathon, a symbol of conscious living, commenced and concluded at Simpli Namdhari's experience store located in the heart of Banjara Hills. "At Simpli Namdhari's, we deeply believe in the seed-to-plate concept and take immense pride in offering natural products that are cultivated with unwavering care and adhere to the highest quality standards. This walkathon underscores the vital importance of making informed decisions that positively impact

our environment and overall well-being. By choosing chemical-free products, we not only safeguard our health but also contribute to the preservation of our precious environment." said Gurmukh Roopra, CEO of Namdhari's Group.

Hema L, the Head of Brand Marketing at Simpli Namdhari's said, "Today's consumers are increasingly concerned about the origins and safety of their food. We have observed a paradigm shift in food consumption patterns, with over 50 per cent of Indians actively seeking healthier alternatives. However, for these options to truly be sustainable, we must embrace residue-free farming. It offers unparalleled potential for a truly sustainable food ecosystem. On World Environment Day, we wanted to ignite a movement among urban Indians, raising awareness about the crucial significance of choosing chemical-free produce and promoting residue-free farming to ensure soil health and environmental conservation."

The event served as a clarion call for individuals to embrace the power of their choices and make a lasting impact on the world.

Simpli Namdhari's, with its unwavering commitment to excellence, invites everyone to join the movement and choose goodness that lies in every step towards a sustainable future.

When a retail brand ignites sustainability movement

By [Retail4Growth Bureau](#)

June 06, 2023

Retail chain Simpli Namdhari's organized the 'Goodness Walkathon' in Hyderabad on the occasion of World Environment Day.

Simpli Namdhari's, which positions itself as India's only 100% vegetarian omnichannel retailer, initiated the 'Goodness Walkathon' in Hyderabad on the occasion of World Environment Day. "The event, which saw the participation of over 300 residents of Banjara Hills, aimed to ignite a revolution in consumer choices by championing the benefits of chemical-free products and residue-free farming, all while preserving the soil and

safeguarding the environment,” said the company statement



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Simpli Namdhari's

sparks a movement for
goodness and sustainability in Hyderabad

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